

Red Light Holland: Mistercap's Launches Organic Grow-Your-Own Mushroom Kits for Sale at www.Mistercap.com

Toronto, Ontario--(Newsfile Corp. - September 19, 2023) - Red Light Holland Corp. (CSE: TRIP) (FSE: 4YX) (OTCQB: TRUFF) ("Red Light Holland" or the "Company"), an Ontario-based corporation engaged in the production, growth and sale of functional (e.g. shiitake, lion's mane) mushroom home grow kits worldwide, and a premium brand of magic truffles to the legal, recreational market within the Netherlands, is pleased to announced (further to its press release on July 26th, 2023) that its partnership with Mistercap LLC has officially launched the sale of organic grow-your-own mushroom kits, as of September 18th, 2023 at www.Mistercap.com (<https://api.newsfilecorp.com/redirect/85mKaFewXk>) for global consumers.



(https://images.newsfilecorp.com/files/2017/181085_6a56f423945dfaf3_001full.jpg)

MISTERCAP'S is a mushroom-forward, wellness brand founded by Wiz Khalifa to promote healthy living via natural organic mushrooms.

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MISTERCAP'S (<https://api.newsfilecorp.com/redirect/yEeNbcwvR0>), a new wellness company founded by multi-platinum-selling, GRAMMY® and Golden Globe® Award-nominated recording artist, Wiz Khalifa, is a mushroom-forward brand promoting healthy living via natural organic mushrooms. The brand's mission is to increase interest in the health benefits of mushrooms by creating more ways for people to incorporate them into their lives, nutrition and wellbeing.

"People love growing their own food," said Khalifa. "People know so little about Mushrooms, so my goal with MISTERCAP'S is to showcase its positive benefits, and bring them to a wider audience."

"We continue to be proud of all of our partnerships at Red Light Holland as we've proven we can grow high quality mushrooms and first class home grow kits, both at a mass scale, while ensuring infrastructure, distribution and consumer satisfaction are necessary components to ultimate success," said Todd Shapiro, CEO and Director of Red Light Holland.

"Clearly, now is the perfect time to launch Mistercap's organic Grow-Your-Own Mushroom kits to increase consumer awareness around the entire mushroom category."



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MISTERCAP'S GROW-YOUR-OWN MUSHROOM KITS

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As featured in:

(1) USA TODAY <https://www.usatoday.com/story/life/health-wellness/2023/09/18/wiz-khalifa-mushrooms-brand-mistercaps/70891987007/> (<https://api.newsfilecorp.com/redirect/1pewaFBjg3>)

(2) FOX NEWS <https://www.foxbusiness.com/lifestyle/wiz-khalifa-launches-wellness-brand-mistercaps-offers-grow-own-mushroom-kits> (<https://api.newsfilecorp.com/redirect/AM2KvTMbGy>)

(3) FAST COMPANY <https://www.fastcompany.com/90953996/wiz-khalifa-launches-mushroom-mistercaps> (<https://api.newsfilecorp.com/redirect/ZAg1WfeB25>)

MISTERCAP'S, in partnership with Red Light Holland, is launching exclusively online with three products: the Oyster Grow Kit (<https://api.newsfilecorp.com/redirect/arD18iYovV>), Shiitake Grow Kit (<https://api.newsfilecorp.com/redirect/2ELgacZvgO>), and Lion's Mane Grow Kit (<https://api.newsfilecorp.com/redirect/MAQ1wf7XB2>), which are all organic, delicious, and eco-friendly, creating a farm-to-table feel for consumers. Not only will these kits produce mushrooms packed with flavor, but each species has functional and nutritional benefits, which may result in improving energy levels and brain function, reducing inflammation, and supporting the immune system. The brand is also proud to be one of the only manufacturers in North America that sources and grows everything locally.

"We were inspired by Wiz's interest in culinary mushrooms and the benefits they provide," said Philippe Chetrit, General Manager of MISTERCAP'S. "Our branding was purposefully designed to make mushrooms more approachable. The kits provide a fun and friendly way to introduce mushrooms into our customers' lives, allowing them to discover the beauty of such an amazing process."

Two percent of all proceeds will go to the Fungi Foundation (<https://api.newsfilecorp.com/redirect/bVrnWCWzBv>), a global organization dedicated to studying and conserving fungi. MISTERCAP'S support will directly impact the Foundation's Fungi Education Curriculum, which is the world's first curriculum designed to introduce the study of mycology into middle and high schools.

MISTERCAP'S kits are now available online for shipping across the U.S. for \$27.95, in Canada for \$33.95 and are expected to be sold in the fall of 2023 in Europe. Visit [mistercap.com](https://api.newsfilecorp.com/redirect/3j1paFm5AM) (<https://api.newsfilecorp.com/redirect/3j1paFm5AM>) and follow on Instagram @mistercap (<https://api.newsfilecorp.com/redirect/NB81gs5L8p>).

About MISTERCAP'S

MISTERCAP'S is a mushroom-forward, wellness brand founded by Wiz Khalifa to promote healthy living via natural organic mushrooms. In partnership with Red Light Holland, exotic mushroom farmers in North America and Europe, MISTERCAP'S grow-your-own mushroom kits allow consumers to experience the entire life cycle of a mushroom, from mycelium to meal, right in their own homes. The brand puts emphasis on offering the freshest, home grown mushrooms that are sourced locally and packed with flavor, as well as nutritional and functional benefits. To learn more, please visit <http://www.mistercap.com> (<https://api.newsfilecorp.com/redirect/X3p1WhV8zq>).

About Red Light Holland Corp.

The Company is an Ontario-based corporation that specializes in the mushroom industry, and specifically home grow kits for functional natural mushrooms, while positioning itself to engage in the production, growth and sale (through existing Smart Shops operators and an advanced e-commerce platform) of a premium brand of magic truffles to the legal, recreational market within the Netherlands, in accordance with the highest standards, in compliance with all applicable laws.

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Forward-Looking Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Often, but not always, forward-looking statements and information can be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company or its respective subsidiaries to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information contained in this news release. Examples of such information include statements with respect to: the plans and goals of the Company and MISTERCAP, including the launch of the MISTERCAP website, grow-your-own mushroom kits and associated merchandise; the success of the MISTERCAP brand; the non-disruption of shipping, distribution and packaging of grow-your-home mushroom kits, the future product offerings of the Company under the MISTERCAP brand, including the grow-your-own mushroom kits; the timelines, production capabilities and markets associated with launching products under the MISTERCAP brand; the future marketing and advertising campaigns of the Company and MISTERCAP, including how the Company's marketing budget will be utilized; additional payment obligations owing to MISTERCAP pursuant to the terms of the IP Licensing Agreement; the focus of the Company and MISTERCAP brand; the ongoing consideration payable under the IP Licensing Agreement; the renewability of the IP Licensing Agreement; and future changes in legislation and the regulations surrounding, among other things, the ability to sell the Company's products in new markets.

Forward-looking information in this news release are based on certain assumptions and expected future events, namely: continued approval of the Company's activities by the relevant governmental and/or regulatory authorities; the continued growth of the Company; the Company meeting their anticipated timeline and process for growth, sales, production and commercialization; the Company's products being safe and providing their anticipated benefits; the Company and MISTERCAP fulfilling its future plans and goals, including the production capabilities, shipping and delivery of the MISTERCAP grow-your-own mushrooms and associated merchandise; the MISTERCAP brand and future product offerings of the Company under the MISTERCAP brand and grow-your-own mushroom kits succeeding; the Company launching products under the MISTERCAP brand upon the timelines and in the markets disclosed herein; the Company, MISTERCAP launching future marketing and advertising campaigns, including the Company's marketing budget being utilized as outlined herein; additional payments being paid to MISTERCAP pursuant to the terms of the IP Licensing Agreement; the Company's revenues will continue to grow; the Company and MISTERCAP fulfilling their respective obligations under the IP Licensing Agreement; the Company hitting certain benchmark sales under the IP Licensing Agreement; the term of the IP Licensing Agreement continuing to renew; additional jurisdictions permitting sales of the brand's products in the future; and future changes in legislation and the regulations not impacting the Company's ability to fulfil its plans and goals, including the ability to sell the Company's products in new markets.

Risks, uncertainties and other factors involved with forward-looking information could cause actual events, results, performance, prospects and opportunities to differ materially from those expressed or implied by such forward-looking information, expectations regarding future growth, expansion, production, sales and commercialization of the operations of the business; regulatory and licensing risks; changes in general economic, business and political conditions, including changes in the financial and stock markets; risks related to infectious diseases, including the impacts of the COVID-19 pandemic; legal and regulatory risks inherent in the industry, including the global regulatory landscape and enforcement related to the brand's products; political risks and risks relating to regulatory change; risks relating to anti-money laundering laws; compliance with extensive government regulation and the interpretation of various laws regulations and policies; public opinion and perception of the industry; risk that the Company's products will be unsafe for personal consumption and/or not provide their anticipated benefits; risk that there may not be continued demand for the Company's products and/or demand will plateau; risk that the Company and MISTERCAP may be unable to fulfill their future plans and goals, including the launch of the MISTERCAP website and associated merchandise; risk that the

MISTERCAP brand and/or the product offered under the brand will be unsuccessful and will not sell; risk that the Company will be unable to offer product under the MISTERCAP brand; risks that the Company will be unable to meet the timelines and/or sell in the markets outlined herein associated with launching products under the MISTERCAP brand or at all; risks surrounding future marketing and advertising campaigns of the Company and MISTERCAP, including how the Company's marketing budget will be utilized; risks around the quantum owing under the additional payment obligations owed to MISTERCAP pursuant to the terms of the IP Licensing Agreement; risk that the Company, alongside MISTERCAP, will be unable to increase revenues; risk that the Company and MISTERCAP will be unable to fulfill their respective obligations under the IP Licensing Agreement; risk that the Company will be unable to hit certain benchmark sales under the IP Licensing Agreement; risk that the term of the IP Licensing Agreement won't be renewed following the initial term; risks surrounding additional jurisdictions not permitting sales of the brand's products in the future; risk of future changes to regulations surrounding the brand's products and/or to the Company's business which may hinder the ability of the Company to attain its goals and/or pursue its plans and/or sell its products in additional markets; and such other risks contained in the public filings of the Company filed with Canadian securities regulators and available under the Company's profile on SEDAR at www.sedarplus.ca (<https://api.newsfilecorp.com/redirect/V7w1WibGJk>).

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws.

To view the source version of this press release, please visit <https://www.newsfilecorp.com/release/181085>
(<https://api.newsfilecorp.com/redirect/zEwXbcR12e>)

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